



# Aegis Analytical Corporations Strategic Alliances

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It's more than  
a win-win Deal

It's more than adding value  
to ours businesses

Creating a New Environment  
Bancolombia's Outsourcing Business Case.

Produced by



In partnership with



FORTUNE

# The difference between thinking in processes...

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# Results



Universal Banking Concept

Time-line and Enterprise Evolution

	1995	2011	Growth
Assets	1.6 \$ COP Billions	85.5 \$ COP Billions	53 Times
Shareholders' equity	0.3 \$ COP Billions	9.0 \$ COP Billions	28 Times
Net income	0.06 \$ COP Billions	1.7 \$ COP Billions	27 Times
Market Share	3.6% 6 <sup>th</sup> place in Col	22% 1 <sup>st</sup> place in Col	N/A
Clients	0.25 Millions	7 Millions	28 Times
Common share price [bancolombia]	3.472 \$ COP	28,480 \$ COP	8 Times
Preferred share price	3.314 \$ COP	27,620 \$ COP	8 Times
ADR Price	16.37 USD	59.56 USD	4 Times

( Corporate Benefits: profits, efficiency, growing, service )

... And thinking in people  
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# People

Making Dreams come True

*(It's not the same offer financial services than support the life projects)*



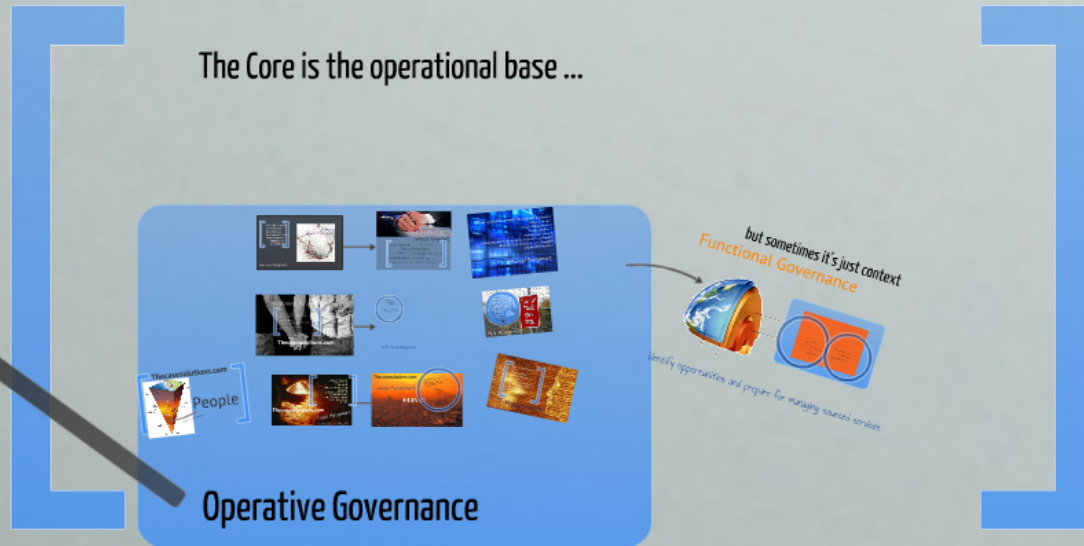
# To create **Governance** in our enterprise

Organizational Governance

Functional Governance

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The Core is the operational base ...

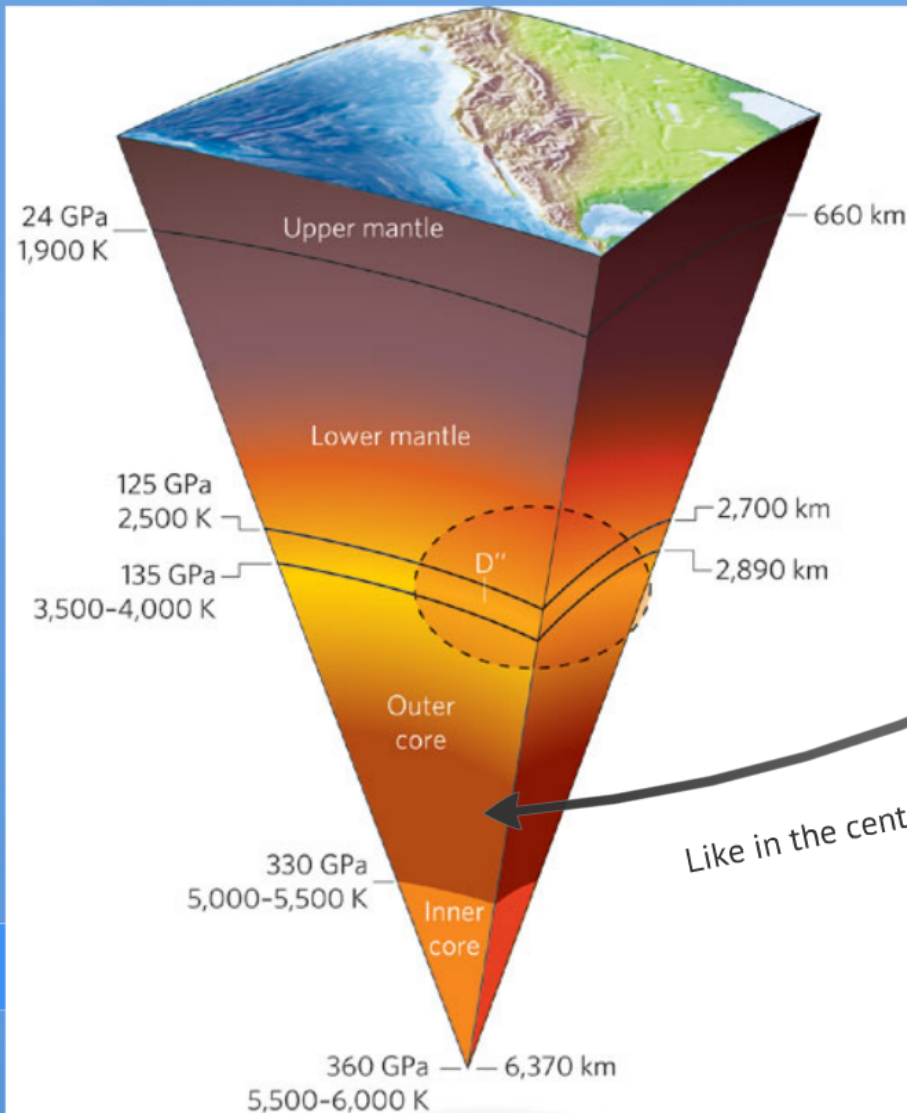


*but sometimes it's just context*  
**Functional Governance**  
*Identify opportunities and prepare for managing source solutions*

Finally we need to create an effectively environmental to understand the Business

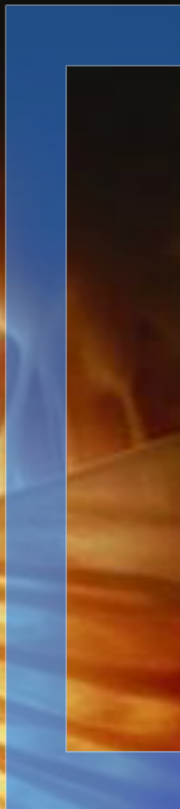
Sourcing Alignment

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# People

Like in the center of the earth ...



- Key People (retained personnel)
- Professional Training
- People Transition
- Compensation and Union Relationship
- People Recruiting
- Labor relationships and labor demands
- Organizational Development
- Capabilities and Personnel Competences
- Assign Sourcing Responsibilities
- Define Roles

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People Management

Strategic Partner (inside HR)

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# Change Management

CHANGE

Organizational Changes for:

- Move people from client to Vendor (Captive to Outsource)
- Operational Change from one vendor to other vendor
- Finishing a relationship with a vendor
- Call an operation (Outsource to Captive)

Change Communication

- In the process (direct or indirect)
- In the enterprise
- In a community

Changes in labor conditions

- Industry Union Law
- Company Union Law



# Relationship Management

“Open Doors” Conversational Processes  
( Alarms mobilization, action plan, sourcing processes)  
“One Team” Vision  
Double Via Scaling  
“Bridge” between culture and communication  
(Vendor – User)  
Multisourcing and Multivendor  
The Value Survey

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